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|------------------------------------|--------------------------------------|---------------------------------|
| Station WVBT-TV NORFOLK, VA. | Agency () MENTZER MEDIA | Rep Firm |
| Advertiser () 60 PLUS ASSOCIATION | 600 FAIRMONT AVE, S#306 | Sales Office () PHILADELPHIA |
| Product 60 PLUS ASSOCIATION | TOWSON, MD 21286 | Salesperson () ANJIE BRADY |
| Estimate# 378 | Agency C/P1/P2/E //378 | |
| Buyer STEPHANIE KOHLBAUER | Flight Dates 08/29/2012 - 09/04/2012 | Salesperson Phone# 215-567-6005 |
| Phone# | Hiatus Weeks | Salesperson FAX# 215-567-5938 |
| Fax# | | |

--- CONTRACT COMMENT ---

CLIENT: 60 PLUS ASSOCIATION SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$6500
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------------------------------------|-----------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | F | 8P-9P | HOUSE | :30 | \$600.00 | 08/31-08/31 | 1 | 1 | 1 | \$600.00 | |
| | | | Buyline Comment: HOUSE | | | | | | | | | |
| | 2 | F | 9P-10P | BONES | :30 | \$600.00 | 08/31-08/31 | 1 | 1 | 1 | \$600.00 | |
| | | | Buyline Comment: BONES | | | | | | | | | |
| | 3 | SA | 11P-1130P | LATE NEWS | :30 | \$1,000.00 | 09/01-09/01 | 1 | 1 | 1 | \$1,000.00 | |
| | | | Buyline Comment: SATURDAY LATE NEWS | | | | | | | | | |
| | 4 | SU | 10A-11A | SUNDAY | :30 | \$100.00 | 09/02-09/02 | 1 | 1 | 1 | \$100.00 | |
| | | | Buyline Comment: FOX NEWS SUNDAY | | | | | | | | | |
| | 5 | SU | 10P-1045P | LATE NEWS | :30 | \$1,200.00 | 09/02-09/02 | 1 | 1 | 1 | \$1,200.00 | |
| | | | Buyline Comment: SUNDAY LATE NEWS | | | | | | | | | |
| | 6 | SA | 730P-11P | FOOTBALL | :30 | \$1,000.00 | 09/01-09/01 | 3 | 1 | 3 | \$3,000.00 | |
| | | | Buyline Comment: FOX COLLEGE FOOTBALL | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 8 / \$6,500.00

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Buyer STEPHANIE KOHLBAUER
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$6,500.00
Sales Totals: 8 / \$6,500.00
Station Totals: 8 / \$6,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$130,000 | CATV 0% | WAVY 35% | WGNT 0% | WPXV 0% | WTKR 43% |
| | | WTVZ 0% | WVBT 5% | WVEC 17% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

| | |
|-------|---------------|
| Books | JUL11, EJUL12 |
| Demos | RA50+ |

--- CREDIT RISK ---

CASH IN ADVANCE